



THE PROBLEM

IXINA needed to train the sales teams in their Arabic-speaking stores on how to sell kitchens "the IXINA way." Face-to-face training was in place, but IXINA was keen to support this with translated versions of nine Articulate Storyline elearning modules that had had been developed for French-speaking sales employees.

OUR SOLUTION

The TransPerfect elearning team sourced retail subject-matter expert linguists to translate the content and shared five voice samples of actors for the IXINA Arabic reviewers to select from. Audio recording was completed, and the Arabic Storyline modules were built with the translated assets before being tested by our certified Arabic elearning testing team.

THE RESULTS

There was a high level of engagement from IXINA sales employees on the Arabic elearning modules, and IXINA kitchen sales in the Arabic countries increased by over 100% in the six months following training completion. IXINA firmly believes that the deployment of these Arabic courses was a key driver in this sales increase.